Striking First

By ELINOR MARSH

Tom Barnes received a note from his flancee, Lucy Edmonds, asking him to call upon her. There was nothing in the note except the bare request, and instead of being signed "your loving Lucy" it was simply "Lucy." Tom had noticed a coolness of late on the part of his flancee's parents and had a foreboding that he was summoned to receive a dismissal. He took time enough before answering the summons to prepare himself for the ordeal Notification of Wilson Is to After much thought he resolved that If he must be stabbed he would stab first. The principle of the superiority of an initial force is as true in the game of love as in war. So on meeting Lucy, without giving her time to say a word he spoke himself:

"Well, who is the party who is to take my place?"

"That's very unkind."

Would you have written me that cold blooded note for any other purpose?" "Worse and worse. Cold blooded note! What was there cold blooded

"Let us not waste words. Since I need not explain. I come, firstly, in vesterday saying that hundreds of Re obedience to your summons; secondly, for a purpose of my own."

the matter had its effect on Lucy. What she had to say to him was really from her mother, not from herself. "What is it?" she asked in a low

voice, in which there was a suspicion of tremolo, "To ask the question I propounded when I entered. Who is the party that

is to take my place? Lucy made no reply for awhile. She sat with her eyes cast down to the betrothal ring which Tom had given her. hand, and she was turning it as and after eating a light breakfast, though it troubled her. Thoughts, re- stepped to the flat car attached to the grets, duty, indecision were coursing rear of the train to watch the moving

"I've asked you a simple question." Tom added. "It calls only for a simple answer.'

Mrs. Edmonds, who had worked her daughter up to do her bidding, had foreseen that if Lucy gave the name of the new suitor Tom would probably riddle him and thus undo all that had the auditorium to deliver his first speech been done, so she had enjoined upon of the day. He left at 5 o'clock. her child that if Tom suspected he was thrown over for another he was not to be told who that other was.

"Mother has very justly said that Fon would naturally be prejudiced"-"I did not ask what mother says. I asked you for the name of the man President Will Merely Accept Invitations who is to take my place."

Whether it was through obedience or that Lucy shrank from an admission that he had been supplanted, she could not bring herself to make it. After trywhen the expression changed. Tom's at different places. eyes were fixed upon her, and he saw that he had got the secret.

"That'll do," he said, tearing up the paper. "This name has been concealed from me by your mother's orders be cause she does not consider me a proper person to criticise the man she approves instead of me. I will not honor the party by considering him a rival for your love. But your mother is right in assuming that from my past position toward you I am not a competent witness against a man who has downed me. I have but one request to make of you.'

"What is it?" said Lucy in an almost inaudible voice.

with regard to Mr. Atwood for one coln ceremony. month from today.

Lucy made the desired promise, and Tom's manner changed toward her at once. When he left her he assumed none of a lover's privileges, simply pressing her hand. Lucy begged him to tell her how he had hit on Mr. Atwood. She had met him during a visit to another city and was not aware that Tom had ever heard of him. Tem declined for the present to gratify her

Lucy pined for Tom for two weeks, when the status was suddenly changed. Mr. Atwood was arrested for misuse of the mails, the charge being that he had sent circulars and received moneys for investments in a fictitious com-

Lucy at once sent for Tom. This time her note began, "Dearest Tom." and ended, "Your loving Lucy." Tom answered the summons at once.

"Did you know anything about this"-She hesitated.

heard through a chum of mine that during your visit to A. he was enfound that several persons whom he had swindled were getting after him. I then simply waited for what has oc

"It was very unkind of you not to tell me of your suspicions," said Lucy, pouting.

"You mean that it was unkind of me not to tell your mother of them through you," was the smiling reply.

That was the end of the opposition to Tom as a husband for Lucy, and they were married.

Defining a Crank.

"What's your idea of a crank?" "A crank is a fellow who insists of trying to convince me instead of letting me convince him."-Boston Tran

Old Time. "Time files. "Yep. And it never has to stop for rudder trouble or lack of gasoline."-

Detroit Free Press.

HUGHES WARMS SCALP TERRIBLE DRUG MANUFACTURE IN UNITED STATE UP IN TACOMA

Republicans and Progressives Unite to Welcome Him

OLD-FASHIONED G. O. P. VICTORY

Take Place on September 2

Tacoma, Wash., Aug. 16-Crowds gathered at Tacoma and Seattle yesterday to greet Charles E. Hughes, and smaller but as enthusiastic groups of citizens assem-"What's unkind, throwing me over? bled at stations in little towns along the line of the Northern Pacific railroad. waving flags and cheering as the special train bearing the nominee sped on its way from Spokane to this city. Party leaders who joined the campaign party know why you have sent for me, you at Spokane received a telegram early publicans and Progressives were arriving Some Ideas Presented By a Quincy Conin the two cities from outlying communi-Tom's assuming the upper hand in ties to meet Mr. Hughes and that the meetings yesterday afternoon and last night would more than rival those Monday at Spokane, where the nominee spoke to eleven thousand persons and was ap- has never been better illustrated than it have been the crowds that have turned out to meet the candidate wherever he has appeared in Washington that the leaders are confident of an old-fashioned Republican victory next November.

For all of the strenuous work of Mon-It was on the third finger of her left members of his party yesterday morning, ictures of the beautiful mountains and valleys through which the train was ward way passing. A committee composed of Retrain arrived at noon and escorted him to New Washington hotel, where a re-

At three o'clock, Mr. Hughes went to

WILSON NOT TO TOUR COUNTRY

to Speak at Different Places.

Washington, Aug. 16.-After a conamong them. Lucy ran down the list would make no speaking tour, but probtill she came to Legrand Atwood, ably would accept invitations to speak

NOTIFY WILSON SEPT. 2.

President Will Go to Long Branch, N. J., for the Ceremonies.

The president already has urb. ceremony. completed his speech of accept-The notification speech will be made by Senator James.

"That you take no definite action ville, Ky., to speak Sept. 4 at the Lin-

HUGHES TO INVADE SOUTH.

Yields a Date to Wilson.

Will Speak in Nashville, Tenn., Sept. 4-

New York, Aug. 16.-William R. Willeox, chairman of the Republican national ommittee, announces that the itinerary of Charles E. Hughes, Republican candi date for the presidency, had been changed through "politeness" to President Wilson to avoid specches by both candidates n Kentucky on Sept. 4.

From Sept. 1, when Mr. Hughes will e in Kansas City, the itinerary will be advanced one day until Lexington, Ky. is reached on Sept. 5. The extra day gained by the change will be filled in Nashville, Tenn., where Mr. Hughes will speak on Sept. 4, the day scheduled for the president to speak in Kentucky.

MOVE FOR CHEAPER BREAD.

"Rascal!" supplied Tom. "I did. I House Committee Takes Up Bill to Re peal Duties on Mixed Flour.

Washington, D. C., Aug. 16.-The deavoring to be attentive to you; that Rainey bill to repeal existing duties on he was lavish in his expenditures and mixed flour, said to be designed to af- large percentage of wide awake, optimiswas under suspicion. When I parted ford cheaper bread, was considered yesfrom you recently I made inquiries and terday by the House ways and means mmittee, but action was postponed.

HAIR HINTS

Worthy the Attention of Everyone Who Would Avoid Dandruff, Itching Scalp, Gray Hairs and Baldness

"What will stop my hair coming out?"
Reply: Parisian Sage is the best remedy for hair and scalp troubles; said to prevent baldness, grayness and dandruff.

The great war has not interferred with the sales of Parisian Sage—one of the most helpful and invigorating har treatments known—as it is made in this country from the original formula. Before going to bed, I always rub a little

Resuttful soft, glossy, bealthy hair for those who use Parisian Sage. You can get a bot-tle of this inexpensive French hair dressing from the Red Cross Pharmacy, and druggists everywhere, with guarantee of satisfaction, or

WITH DANDRUFF

Face Full of Pimples. Itched and Developed Into Sore Eruptions. Hair Came Out in Handfuls.

HEALED BY CUTICURA SOAP AND OINTMENT

"My scalp was terrible with dandruff and my face was full of pimples. The pimples were small and hard and they festered and came to a head. They itched and I would scratch myself in the night and then they would develop into sore eruptions. My scalp also itched very much and every night before I went to bed I would comb my hair and the dandruff and my hair came out in handfuls.

"I read of the wonderful results with Cuticura Soap and Ointment so I sent for a sample and then bought the Soap and atment, and after using three boxes of Ointment and two cakes of Soap I was healed." (Signed) Vincent Interrante, 224 Albany St., Cambridge, Mass., July 21, '15.

BOOSTING A CITY.

ton." Sold throughout the world.

With 32-p. Skin Book on request.

temporary. advertising as compared with the clap- ical use, such as fire extinguisher comsome real "good ones" from time to time etc paign of general newspaper advertising in Boston and local newspapers for the benefit of Quincy in the past.

Two years ago, some of our live merchants, mindful of the fact that we had a good article to advertise, mindful of ing to its principal products, in one of the fact that no better suburb of Bos- the three branches of the industry, but in day, Mr. Hughes was up as early as any ton existed, and mindful of the fact that many cases one establishment manufacothers would think so if we did, raised tures products pertaining to more than some money to back their judgment.

through her brain like water through a picture operators and photographers take Quincy papers, setting forth the advantries. tages of the city in a plain straightfor-

> No individual's or group of individuals' publicans and Progressives and a crowd name was attached in any way to the of citizens met the nominee when the advertisement. It simply stated that we were a live town, stated that we enjoyed our city and why, and urged others to ome here and enjoy it with us. This advertisement caused widespread

mment in New England even among large advertisers and advertising men, some smaller places in the suburbs following suite, as its unmistakable value was appreciated.

This advertisement was published first in the fall of 1914, followed by another insertion in the spring of 1915-two insertions only, mind you.

Now for the results. You say, perhaps, that it is a coineidence; no matter. The fact remains

The possible statement that "The town would have grown anyway" is true; that sort of thing is worthy of the brain effort back of it. Such a man's advice is generally free and it is worth it.

Washington, Aug. 16.-Formal notifi- as you do-or is willing to investigate. in number of establishments thus amountcation to President Wilson of his nomi- Out of those reached by a million or two ed to 16.8 per cent, and in value of prodnation will take place Sept. 2. That date circulation a certain percentage are mov- ucts to 10.6 per cent. was definitely selected yesterday when ing somewhere, spring and fall. Out of arrangements were made for the presi- this percentage Quincy gets a share that such as tinctures, fluid extracts, and medent to go to Long Branch, N. J., for the would otherwise drift to some other sub- dicinal syrups, reported for 1914 was

terested; gets them to live here; they representing only an approximate distri-The president probably will remain at like and bring their friends—the rest is bution of these classes of goods because Long Branch until he leaves for Hodgens- easy. That is what happened after the of the inability of the manufacturers in advertisements spoken of.

It is a general belief that hundreds of certain products. publicity of a year or two ago.

tribute, but will take our share of the sylvania, 13 in Illinois, 8 in Ohio, and 7 benefits," were surprisingly small, hard- in New Jersey, and the remaining 70 an instance. They, almost to a man, were distributed among 27 states. "yes, sure thing."

earty support is looked for.

So far as the Patriot Ledger is concerned the advertisement is not of pe-cuniary advantage to them. It has beany help or suggestion in its power. The Patriot-Ledger progt will come

in the same position as does any other the value of \$6,223,475, was foing business in the city. The comfortable anamic and phlegmatic plodder who says "it will grow all

of the discard and out of the company of the croakers by the new, happily, of Columbia, Kentucky and Tennessec. go-ahead boosters, who, though not all indigenous to the soil of Quincy have been converted in spite of themselves. You find plenty of boosters now.

When we have things coming our way let us "follow our hands" and keep the

The city is just what we make it, good or bad, large or small, but we believe, with the thinking element, that this campaign will be as fruitful of results as was the campaign previous.-Quincy (Mass.) Patriot.

CHINESE ATTACK THE JAPS

And a Sizeable War Cloud Appears in Far East. Washington, Aug. 16.-The uttack by the industry being New York, with 400 Chinese troops on the Japanese garrison

Parisian Sage into my scalp, says a woman whose incurrious, soft and fluffy hair is greatly admired. This stope itching scalp, keeps treported from Tokio, disturbs official circles hair from falling out and makes it easy cles here as the possible forerunner of at Chengchiutun in castern Mongolia as cles here as the possible forerunner of difficulties between the two powers. No details are known, but the fact that Japanese reinforcements are being rushed there has led to the belief that Japan may intend a more vigorous handling of disputes as to her jurisdiction in China.

IN UNITED STATES

Number of Firms and Product Increased During Period from 1909 to 1914, Says U. S. Report.

A summary of the general results of the 1914 census of manufactures for the production of druggists' preparations, patent and proprietary medicines and compounds, and perfumery and cosmetics has been issued by Director Sam. L. Rogers, of the bureau of the census, department of commerce. It consists of a statement of the quantities of the avesthetic and narcotic drugs used as materials and of the products manufactured, prepared under the direction of William Stenart, chief statistician for manufactores. The figures are preliminary and are subject to such change and correction as may become necessary upon further examination of the original re-

"Druggists' preparations" include all naterials for use by druggists in comounding medicines to be dispensed upon hysicians' prescriptions or orders. These emprise tinetures, fluid extracts, medic inal syrups, and other liquid preparations; pills, tablets, powders, etc.; alkaoids and derivatives (cocaine, codein, morphine, quinine, and strychnine); synthetic medicinal preparations, such acetanilid, acetphenetidin, phenolphtha-Sample Each Free by Mail ein, saccharin, methylsalicylate, etc. medicinal metals and their salts (bro mides, acetates, citrates, bismuth, etc.); dress post-card "Cuticura, Dept. T, Bosand biological products, such as sezums vaccines, toxins, etc.

"Patent and proprietary medicines" are those sold under the protection of a patent, copyright, or trademark, or prepared according to a secret formula; and "pat ent and proprietary compounds" include The real intrinsic value of newspaper all such compounds not intended fer med establishments: Illinois, 203: Ponnsylva-

in this industry Each establishment is classed, accord-

one branch, and there is a considerable 718,369. These figures, however, do not A generous advertisement was insert- production of these commodities by esed in every Boston daily as well as the tablishments classified in other indus-

Establishments, Products and Materials. there were reported 429 establishments. 4.082 establishments, with products val- percentages of increase in number of esued at \$172,008,946. The number of es- tablishments and value of products were tablishments in 1914 exceeded that in 30.3 and 24.7, respectively. 1909 by 440, or 12.1 per cent, and the The value of the production of perfum value of the products increased during ery and cosmetics and other

21.2 per cent. all establishments in 1914 comprised 118, tions and of patent and proprietary medi-282 pounds of opium, 316,130 ounces of cines and compounds, was \$19,160,427. morphine or derivatives thereof, 414,255 ounces of cocaine or derivatives thereof, 559 establishments classified in 13,039 ounces of heroin, and 23,859 ounces branch of the industry were New York of diacetyl morphine.

Of the 4.082 establishments reported Ohio, 34; and Michigan, 28. for all three branches of the industry. 850 were located in New York, 291 in How a Truck Driver Got Out an Emer-Illinois, 353 in Pennsylvania, 267 in Ohio, 234 in Missouri, 179 in Massachusetts. the same that Quincy has never grown 161 in Indiana, 155 in Michigan, 142 in lishments were reported are Idaho, Nevada, New Mexico and Wyoming.

Druggists' Preparations, tions in 1914 was reported by 438 estab- was his reward. The piece of news which The point is that we had an article of lishments, with products valued at \$48,merit. We didn't do a thinking part, we 624,966. At the census of 1909 there were King Edward VII. proclaimed it. When you do that and reported 375 establishments, with prodcan deliver the goods somebody thinks ucts valued at \$43.958.479. The increase

The production of liquid preparations, valued at \$13,900,402; and of pills, tab-They drop off of train or trolley; some lets, powders, etc., at \$10,903,056. These body gets hold of them; gets them in- figures, however, are to be considered as many cases to make separate reports for

cople have made their homes in this The manufacture of alkaloids and their directly or indirectly through the derivatives in 1914 was reported by 142 establishments, with products valued at We are informed that the number who \$11,493,168. Of these establishments, 27 sat back and said, "No, we will not con- were located in New York, 17 in Penn-

The production of synthetic medicinal We are also informed that the matter preparations to the value of \$1.394,996 being taken up again for this fall on was reported by 72 establishments, of little larger scale, by the progressive which 17 were located in New York and usiness men of Quincy, and a very 10 in Pennsylvania, the remaining 45 being distributed among 20 states.

The manufacture of medicinal metals and their salts, valued at \$732,507, was reported by 47 establishments, of which fore, and offers now, to publish the ad- 16 were located in New York and 17 in vertisement free of charge and to offer Pennsylvania, the remaining 20 being distributed among 11 states.

The manufacture of seroms, vaccines later by increase of population. It stands toxins, and other biological products, to corporation or individual interested or 93 establishments, of which 19 were le cated in Kansas, 10 each in Illinois, Mis Our city is growing and growing fast, souri and Nebraska, 7 in Pennsylvania, each in Indiana, Iowa and New York. in Montana, 3 each in Michigan and Wis right anyway," will only be kept out consin, 2 each in Minnesota and South Dakota, and I each in California, District

Patent and Proprietary Medicines and Compounds.

The manufacture of patent and proprietary medicines and 1914 was reported by 3,085 establish ments, with products valued at \$105,665, 611. At the census of 1909 there were reported 2.838 establishments, with prodcts valued at \$83,771,154. The increases is number of establishments and value of products thus amounted to 8.7 pe

cent and 26.1 per cent, respectively. Patent and proprietary medicines to the value of \$83,455,264 were manufac tured by 2,271 establishments in 1914 (in cluding some which were engaged primar ily in the manufacture of druggists' prep arations and perfumery and cosmetics the leading five states in this branch o

ASK FOR and CET THE ORIGINAL MALTED MILK Cheap substitutes cost YOU same price.



"Stenographer Wanted" Give me Oxford

This is Burdett College." "I'm George Adams. Send me another stenographer as good as the last. I had to promote her."

Business men prefer Burdett-trained young men and women because they are capable, trained, alert. Burdett graduates always obtain satisfactory positions.

We'd like to talk with you

about YOUR boy or girl.
Burdett College Courses:
Business, Shorthand, Combined, Secretarial, Applied Business and Management, Spanish, Civil Service, Finishing, Normal. Positions for all Graduates. Day or Night School Cata-legue Free on Request. Vis-

nia, 192; Ohio, 156; and Missouri, 126; trap fly-by night schemes worked by pounds, household ammonia, insecticides, and patent and proprietary compounds deposits might be, poverty would be to the value of \$16,514,352 were manufac-"Perfumery and cosmetics" comprise tured by 1,006 establishments, the leadestablishments; Illinois, 97; Pennsylva-Concerns engaged in drug grinding as nia, 83; Missouri, 73; and Massachusetts, their principal business are not included 60. Some of these establishments manufactured both medicines and compounds.

Perfumery and Cosmetics.

The manufacture of perfumery and cos metics in 1914 was reported by 559 establishments, with products valued at \$17, include the products of establishments classified, according to their principal products, in the other two branches of Reports for 1914 were received from with products valued at \$14.211,969. The

the five-year period by \$30,067,344, or preparations in 1914, by all establish ments, including those engaged primarily The materials reported as consumed by in the manufacture of druggists' prepara-

> The leading five states reporting th with 175; Illinois, 67; Pennsylvania, 45

> > gency Newspaper.

Among the stories of "Interesting Peoas fast as from that time; it never California, 134 in New Jersey, and 107 in ple" in the August American Magazine is than pleasure in hearing them." ference yesterday between President has grown as well; the personnel of the Minnesota, and the remaining 1,309 es. one about Tom Clark, foreman of the Wilson and the remaining 1,309 es. one about Tom Clark, foreman of the Wilson and the remaining 1,309 es. ing various methods to get it out of her to wilson and the members of the Demo- growth has never been as good; Quiney tablishments were distributed among 34 to wagon drivers for the New York World tablishments were distributed among 34 to make the property of the national has never had as many new people settle. paper, showed them to her and asked her if the name of the other man was committee, announced that the president among them. Lucy ran down the list would make no speaking tour, but probability that the president to paper, showed them to her and asked has never had as many new people settle states, ranging from 89 in Iowa to 1 in One night after the Morning World had here from other suburbs as in the past Arizona. The states for which no estate gone to press a hig piece of news octation of the many new people settle states, ranging from 89 in Iowa to 1 in One night after the Morning World had here from other suburbs as in the past two years; something has done it. that it was big news. Without consulting anybody he gathered in a few print ers and pressmen and got out an extra-The manufacture of druggists' prepara- He beat the town and a raise in salary he so deftly handled was the death of

Anti-Air Graft Shens. Special shells have to be used in anti-air craft guns, for the ordinary shell fired into the air cannot be seen in its flight, and the gunner would have no idea whether he went near his target or not. So "tracer" shells are used in anti-air craft guns.

This shell leaves a trail of smoke by day and fire by night, so shat its flight can clearly be seen, and the gunner is able to observe how far off his target he is.

The "tracer" has in its base an inflammable composition which is fired as the shell leaves the gun. The actual base of the shell has in it a number of holes, through which the smoke streams as the shell makes its way through the air. At night a firework attachment to the base of the shell takes the place of the smoke composi-

The shell itself is a high explosive shrapnel-that is to say, it is a shell with a thick steel high explosive head and a thin steel body filled with bullets. When it bursts the flying fragments of thick steel from the head smash up the seroplane or Zeppelin, while the flying bullets kill or wound the aviators.-- l'earson's.

System In Saving.

"The only good plan for saving is to make it an invariable rule to deposit something each week or each month." says a bank president. "Having thus put the money aside, it should be considered out of reach and on no account to be drawn upon except in case of sickness, loss of employment or death. It is surprising how money will pile up when such a system as this is followed. If every one who possesses any income at all would adopt the practice and stick to it, no matter how small the well nigh abolished."

Plainly Unjust.

"Great rackets this here art bizness is!" exclaimed the maid in an angry voice. "Missus hez got a Wenus in above th' elbers, an' then she comes out an' docks me a dollar fer chippin' jes one ban'le offen this slazy little old teacup."-Puck.

Talking Shop. "I don't like to wait on grouchy cus

tomers. "Nor L" "I hate to have a customer grow "Mine don't growl," said the dentist,

"but they all show their teeth."-Kan-

poem with thanks. I am very sorry.

but- Poet-But what? Editor-The

management insists upon my declin-

eas City Journal. A Real Regret. Editor-I am obliged to decline your

ing all poems that way. Voice of the Bells. R L. Stevenson said that "there is blatant and metallic, in the voice of bells that we have fully more pain

Knicker-Enjoy your car? Bockeronly time the rest of the family don't use it is between 4 and 7 in the morn-

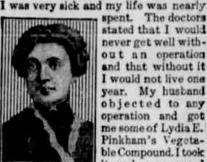
Everything that exists depends upon the past, prepares the future and is related to the whole.-Oersted.

ing.-New York Sun.

HUSBAND OBJECTS TO OPERATION

Wife Cured by Lydia E. Pinkham's Vegetable Compound

Des Moines, Iowa.—"Four years ago was very sick and my life was nearly spent. The doctors stated that I would never get well without an operation and that without it



ble Compound, I took it and commenced to get better and am now well, am stout and able to do my own housework. I can recommend the Vegetable Compound to any woman who is sick and run down as a wonderful strength and health restorer. My husband says I would have been in my grave ere this if it had not been for your Vegetable Compound."-Mrs. BLANCHE JEFFERson, 703 Lyon St., Des Moines, Iowa.

Before submitting to a surgical operation it is wise to try to build up that female system and cure its derangements with Lydia E. Pinkham's Vegetable Compound; it has saved many women from surgical operations.

Write to the Lydia E. Pinkham Medicine Co., Lynn, Mass., for advice-it will be confidential.

The Battle of Chalens.

There have been so many bloody battles it is perhaps impossible to say with absolute certainty which of them all was the bloodiest, but the balance of the evidence seems to be in favor ther parlor with both arms broke off of the battle of Chalons, France, fought A. D. 451 between the Huns, under Attila, and the Romans, Goths and Franks, under the command of Aetius, the most renowned captain of his day. At the head of his 500,000 savages Attila was having everything his own way, and it looked as t Aryan civilization was destined to fall before the Tartar despotism, when suddenly, like a bolt out of the blue. Actius fell upon the barbaric hordes and Europe was saved. It is estimated that 400,000 of the barbarians were left dead on the field.

Arithmetic by Hand. We shall never be in danger of forgetting that our ancestors did their sums on their fingers so long as arithmetic retains the word "digits." But modern civilization knows nothing of the elaborate developments of this method. It takes a Wallachian peasant to multiply 8 by 9 on his hands. This is how he does it: The fingers of so often a threatening note, something either hand, beginning with the thumb, stand for the numbers from 6 to 10. So the ring finger of one hand and the middle finger of the other are stuck out to represent 8 and 9. Counting the fingers remaining on the side farthest from the thumbs, he finds them 1 and 2 respectively, and 1 multiplied by 2 gives him the units of his product-2. Then he counts from the thumbs to the stuck out fingers inclusive, finds them 3 and 4, adds these and gets 7 for his tens. Answer, 72. All this to avoid knowing the multi-

plication table beyond 4 times 4!

Napoleon Was Too Busy!

WAS a sad day for the French Emperor when he sent out the "too busy" message to a certain man who called with an idea. He told his assistants to attend to it. They lacked Napoleon's vision and soon after they took down the Corsican's sign, "Emperor."

Napoleon's particular caller this busy day was Robert Fulton, who wanted to show him how he could take his troops to England by steam. Had Napoleon's eyes been on the future and not glued to the present there would have been a different map of Europe and no lonely cell at St. Helena.

During these extra war boom times a few Napoleons of business have used the "too busy" excuse when the vital question of advertising was presented to them.

They have been too busy for the immediate present to entrench prosperity and establish future good will.

To them just these words - "Remember Napoleon." Don't put off the vital question of your newspaper plans any longer. Don't wait until your competitors have covered the field.

This newspaper will be glad to give you information or you can get many valuable suggestions by writing to the Bureau of Advertising, American Newspaper Publishers' Association, World building, New York.